

DESIGN DIRECTIONS

MIX UP



Mix-Up evoca un desiderio irresistibile di esplorare paesaggi, luoghi e oggetti dall'affascinante ambiguità. La chiave del mix si trova nell'uso di materiali apparentemente tradizionali ma sostenibili, nella replica di oggetti con caratteristiche fuori dall'ordinario e nell'impiego di intelligenze artificiali per creare contenuti ingannevolmente realistici. Il tema della combinazione suggerisce una voglia irresistibile di avvicinarsi, di comprendere appieno e di apprezzare la bellezza insita nelle sperimentazioni. Mix-Up celebra uno stile di vita senza regole, incarnando l'audacia di chi sfida le convenzioni, esplora costantemente nuovi orizzonti. Qui mondi diversi - come moda e sport, arte e skateboarding - si mescolano. L'essenza di chi abita questo trend risiede nell'amore per la scoperta, abbracciando esperienze fuori dal comune ma sempre nel rispetto del mondo circostante.

Mix-Up evokes an irresistible desire to explore landscapes, places and objects of fascinating ambiguity. The key to the mix is found in the use of seemingly traditional yet sustainable materials, the replication of objects with out-of-the-ordinary characteristics and the use of artificial intelligence to create deceptively realistic content. The theme of combination suggests an irresistible desire to get closer, to fully understand and appreciate the beauty inherent in experimentation. Mix-Up celebrates a lifestyle without rules, embodying the audacity of those who defy convention, constantly exploring new horizons. Here, different worlds - such as fashion and sport, art and skateboarding - mingle. The essence of those who inhabit this trend lies in their love of discovery, embracing out-of-the-ordinary experiences but always respecting the world around them.

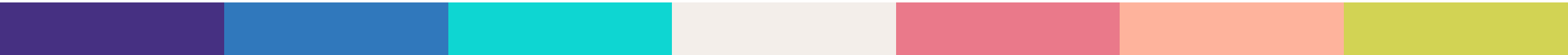
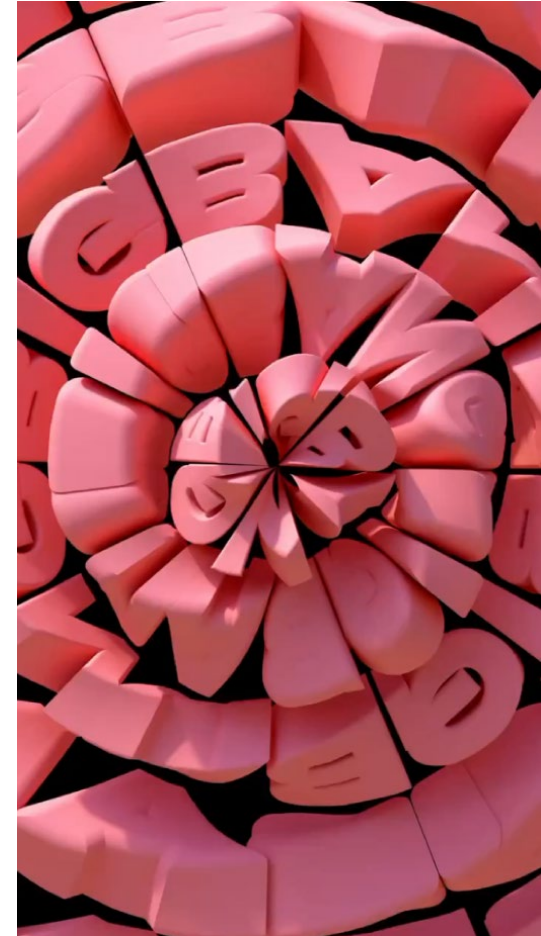
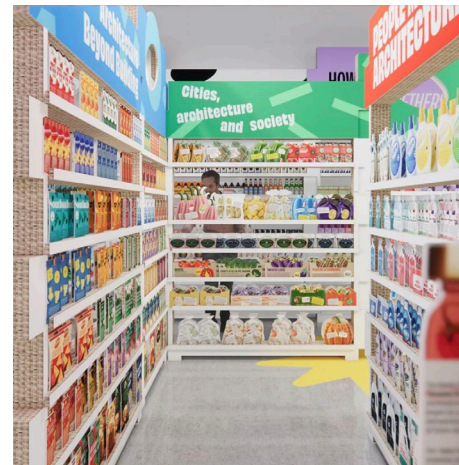
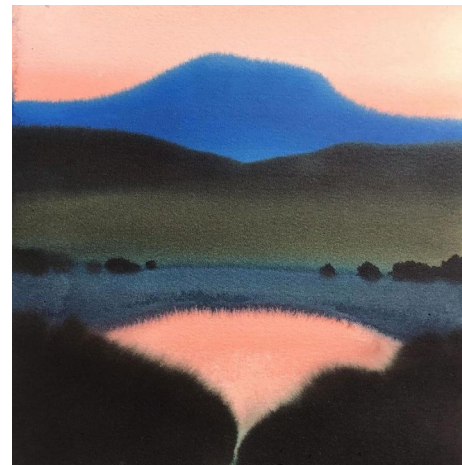
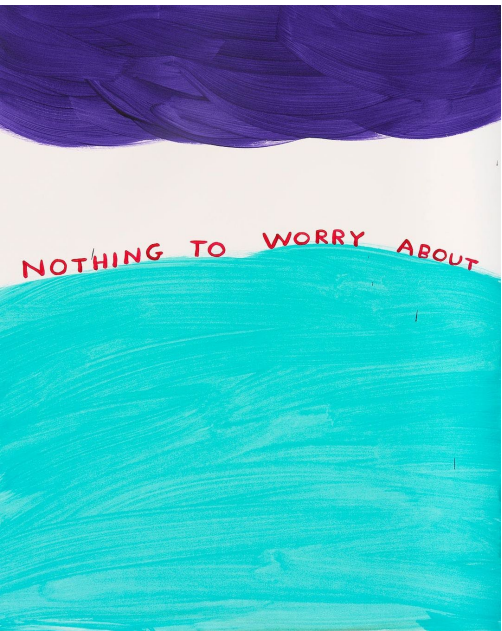
LIFESTYLE

UNCONVENTIONAL
FEARLESS
CROSS-DISCIPLINARY



MOODBOARD

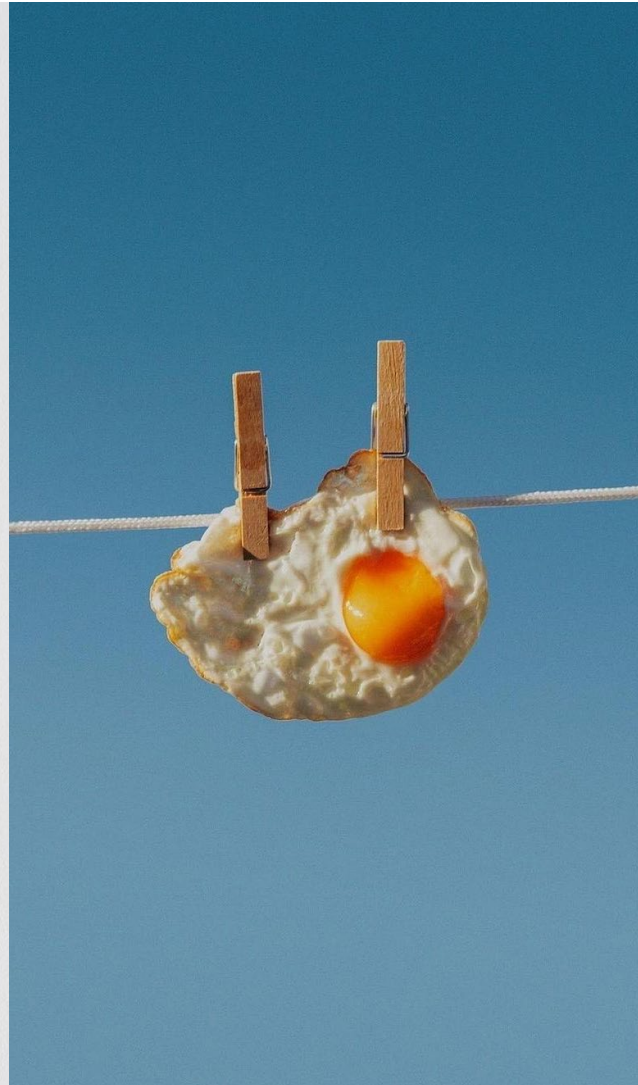
AMBIGUOUS
EXPERIMENTAL
SIMULATED



microtrend



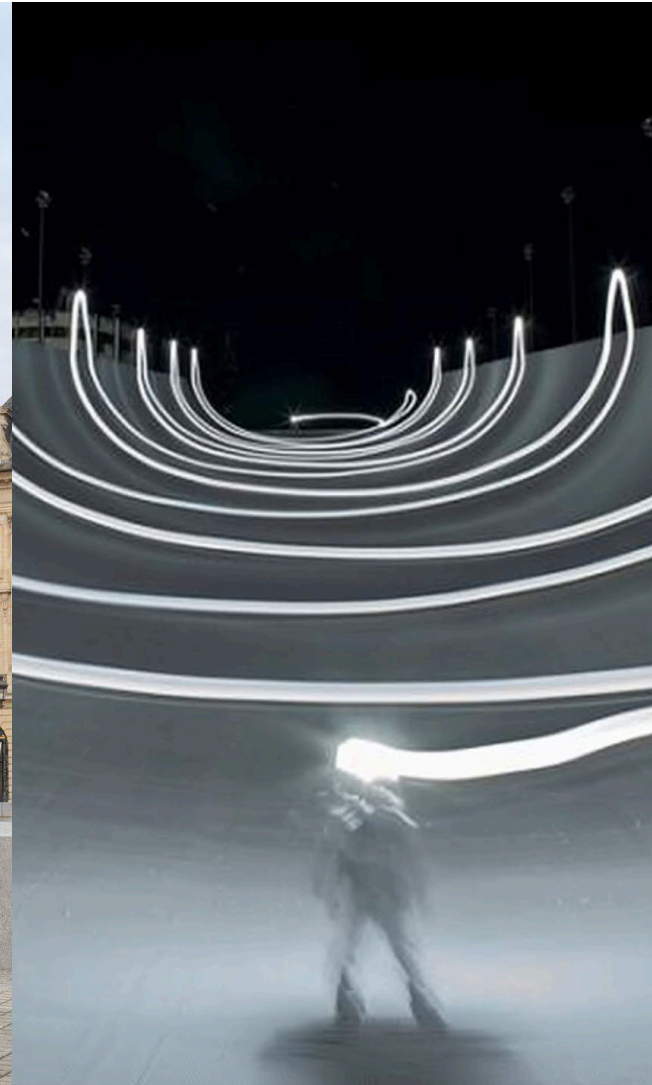
GREATIFY



CRAZY BUT TRUE



TO BE OR NOT TO BE



WHAT DO U MEAN?

microtrend



GREATIFY

CRAZY BUT TRUE

TO BE OR NOT TO BE

WHAT DO U MEAN?

greatify

#REPROCESSING



Upcycling
Repurposing
Salvage

greatify
#INFORMING



WE CAN
ONLY CHANGE
2030



IF WE ALL
DEMAND A CHANGE
IN 2020

Pledge your support at greenpeace.org
#CleanAirNow

GREENPEACE

Texts
Awareness
Education

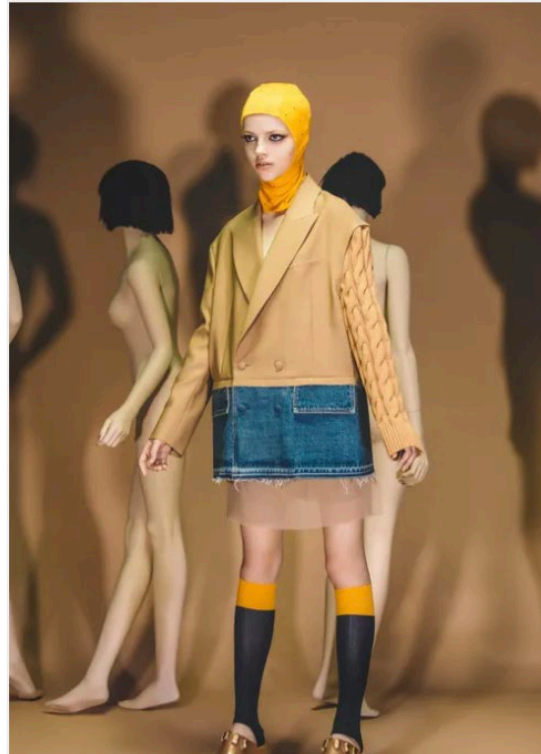
greatify
#EXPERIMENTING



Innovation
Biomaterials
Novelty

greatify

runways



microtrend



ASKET

The Impact Receipt

ORDER: 091

THE T-SHIRT

RAW MATERIALS	
Impact (CO ₂)	0,29 t
Water	33,21 m ³
Energy	12,41 MJ

MILLING	
Impact (CO ₂)	1,12 kg
Water	5,60 m ³
Energy	20,00 MJ

MANUFACTURING	
Impact (CO ₂)	0,24 kg
Water	1,30 m ³
Energy	5,40 MJ

TRIMS	
Impact (CO ₂)	0,13 kg
Water	0,03 m ³
Energy	5,14 MJ

TRANSPORT	
Impact (CO ₂)	0,11 kg
Water	0,00 m ³
Energy	1,20 MJ

TRUE COST	
Impact (CO ₂)	1,89 t
Water	35,10 m ³
Energy	44,11 MJ

180 WEARS
MIN. EXPECTED LIFE TIME

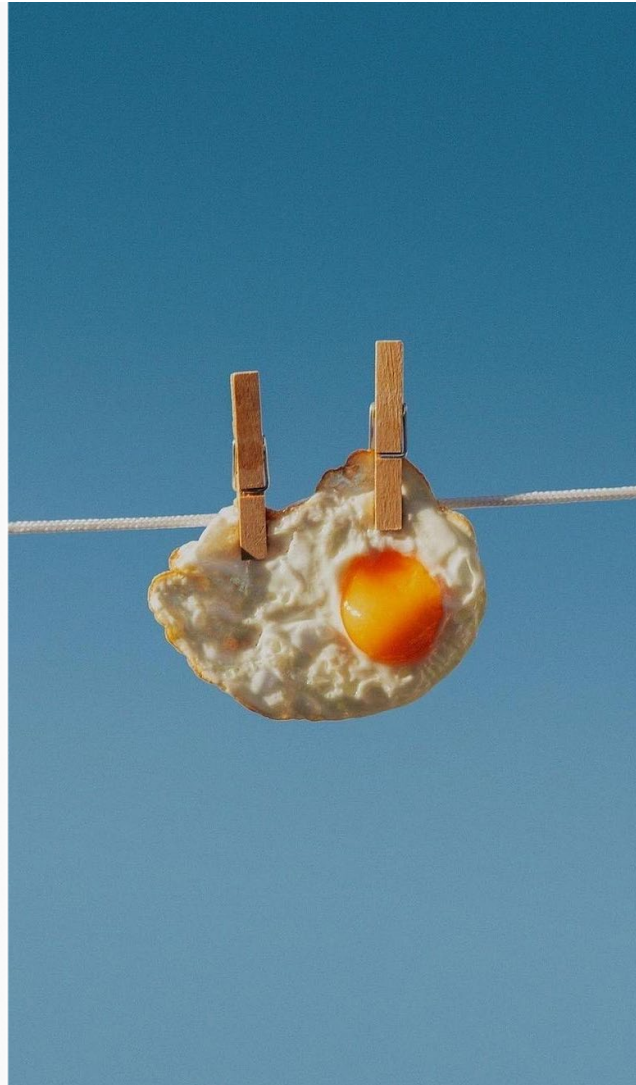
0,19 EUR	0,01 kg
COST PER WEAR	CO ₂ PER USE

0,20 m ³	0,25 MJ
WATER PER WEAR	ENERGY PER USE

KNOW YOUR IMPACT, BUY LESS,
KEEP IT LONGER.

I'VE READ AND UNDERSTOOD THE
IMPACT OF MY CHOICE.

ASKET.COM



GREATIFY

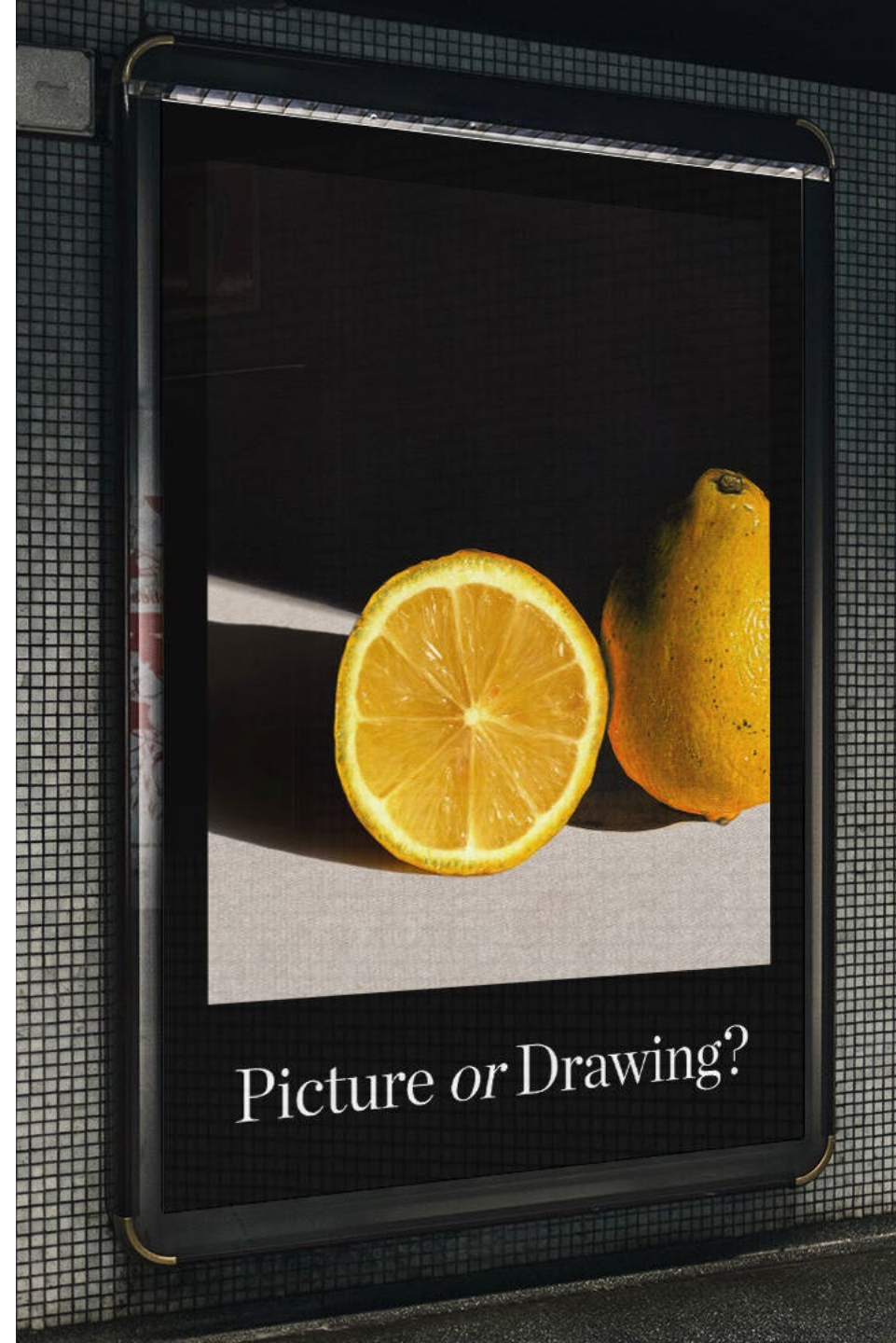
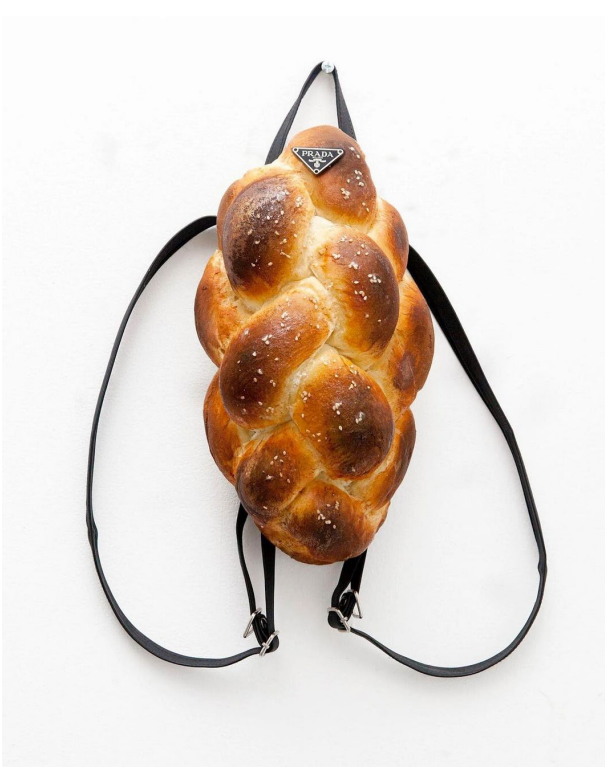
CRAZY BUT TRUE

TO BE OR NOT TO BE

WHAT DO U MEAN?

crazy but true

#EXTRACT



Unconventional
Unexpected
Novel

crazy but true

#FAIR COPY



Imperfection
Redefinition
Uniqueness

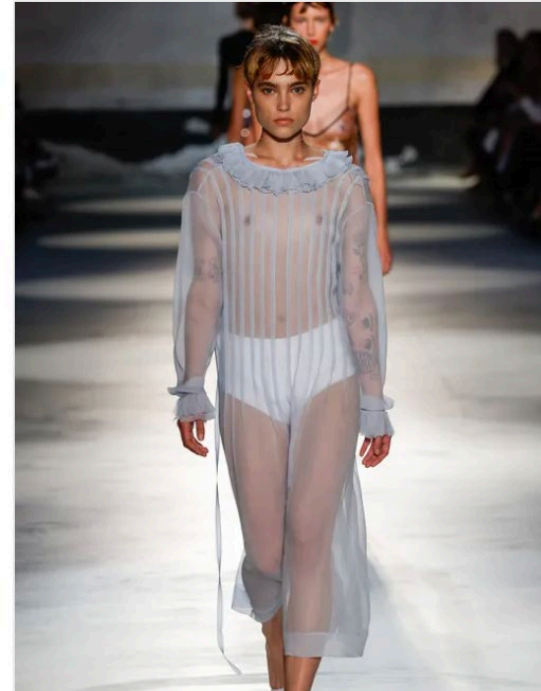
crazy but true
#OVERLAY



Perspective
Projection
Point of view

crazy but true

runways



microtrend

ASKET
E T

The Impact Receipt

ORDER: 091

THE T-SHIRT

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WATER PER WEAR	ENERGY PER USE

KNOW YOUR IMPACT, BUY LESS,
KEEP IT LONGER.

I'VE READ AND UNDERSTOOD THE
IMPACT OF MY CHOICE.

ASKET.COM

GREATIFY



CRAZY BUT TRUE



TO BE OR NOT TO BE



WHAT DO U MEAN?

to be or not to be

#DREAM-UP



AI-driven
Parallel Realities
Storytelling

to be or not to be

#BOOST



Enhance
Protect
Highlight

to be or not to be

#ELEVATE



Suspension
Floating
Perception

to be or not to be

runways



microtrend

ASKET

The Impact Receipt

ORDER: 091

THE T-SHIRT

RAW MATERIALS	
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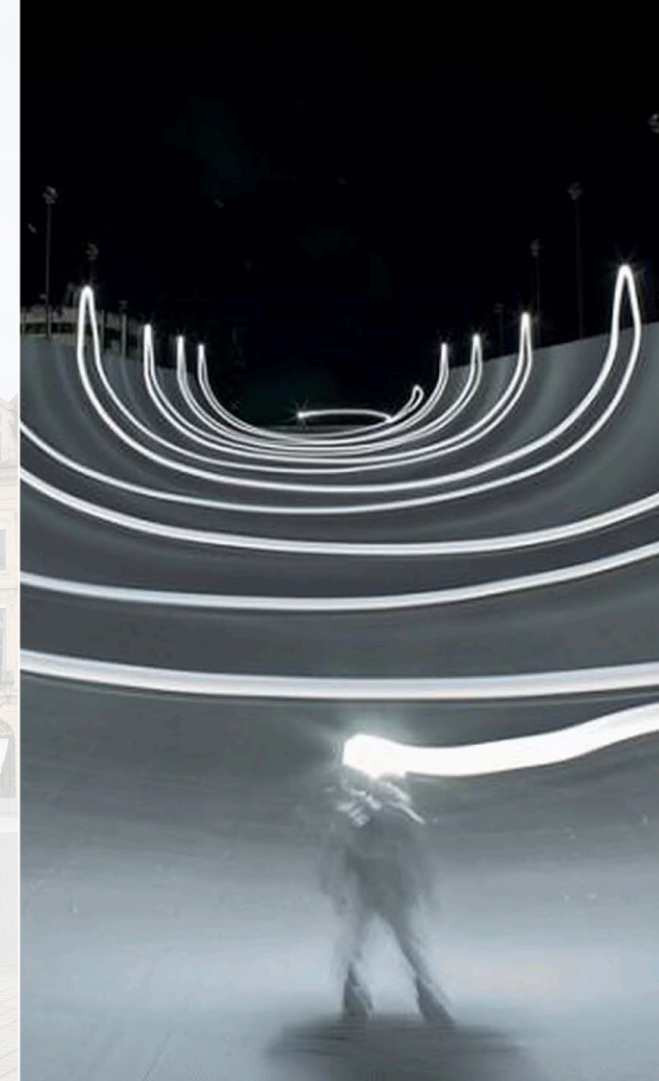
180 WEARS
MIN. EXPECTED LIFE TIME

0,19 EUR COST PER WEAR	0,01 kg CO ₂ PER WEAR
0,20 m ³ WATER PER WEAR	0,25 MJ ENERGY PER WEAR

KNOW YOUR IMPACT, BUY LESS,
KEEP IT LONGER.

I'VE READ AND UNDERSTOOD THE
IMPACT OF MY CHOICE.

ASKET.COM



GREATIFY

CRAZY BUT TRUE

TO BE OR NOT TO BE

WHAT DO U MEAN?

what do u mean?

#CLUE



Hint
Light
Revelation

what do u mean?

#ADD-ON

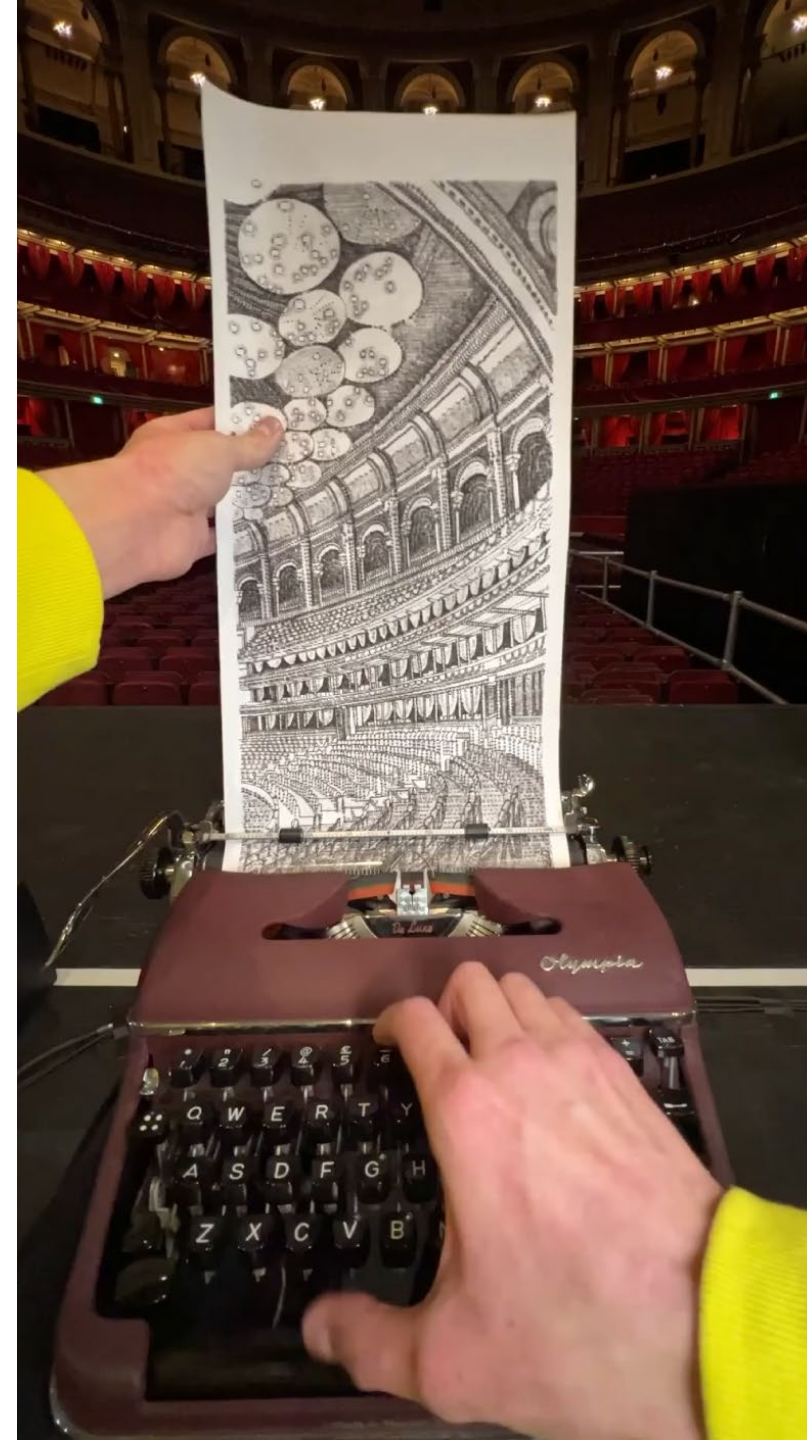


Exaggeration
Surplus
Ornament



what do u mean?

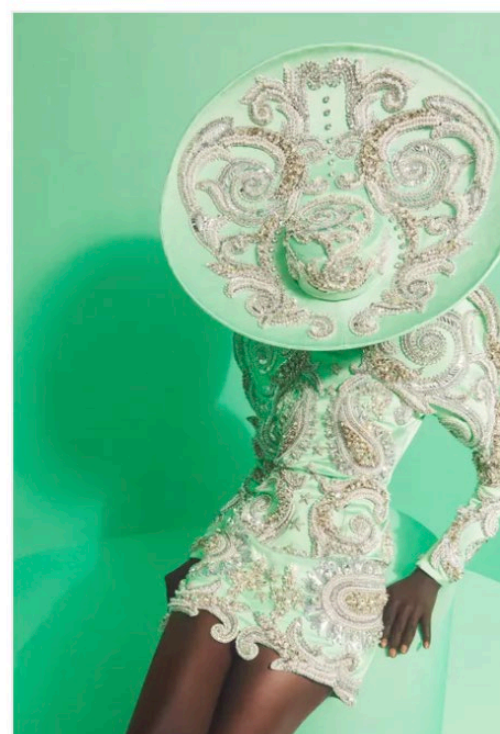
#MASH-UP



Fusion
Interdisciplinary
Integration

what do u mean?

runways



SENSES

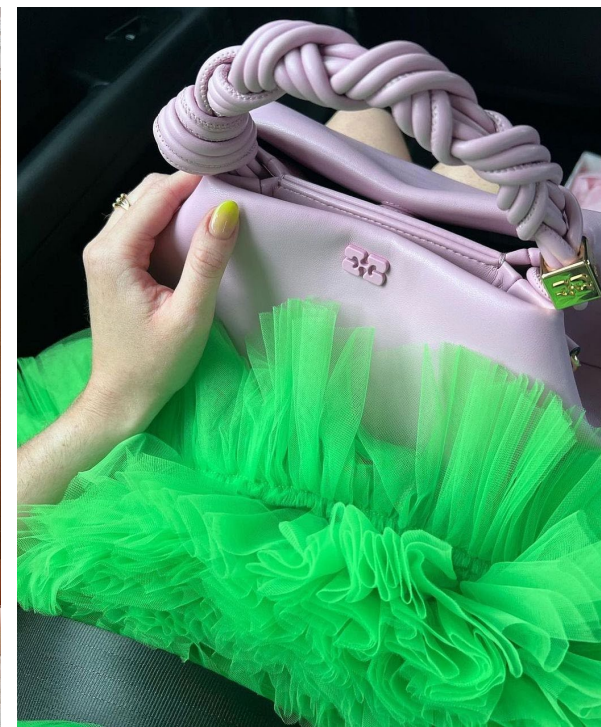


Senses esplora i significati più profondi del sentire inteso come percezione umana attraverso il corpo e la mente. L'esplorazione non è solo fisica e materica ma anche concettuale, creativa e spesso disordinata. Qui corpi reali e tangibili ma anche fantastici e immaginari vengono esplorati attraverso i sensi che potenziano la conoscenza, risultato di esperienze reali seppur caotiche e non sempre perfette. Senses si concentra sull'essere umano, celebrando il corpo fisico e accettando l'inevitabilità degli errori come parte integrante dell'esperienza umana. Rivolto a un pubblico giovane, predilige scelte semplici e autentiche, occasionalmente sperimentando con opzioni più eccentriche. Valorizza il materiale, l'artigianato e la riscoperta delle tradizioni. Con una particolare attenzione alla body positivity e all'accettazione di sé, un elemento chiave è la promozione dell'umanità, della compassione e dell'amore verso il prossimo.

Senses explores the deeper meanings of feeling understood as human perception through body and mind. The exploration is not only physical and material but also conceptual, creative and often messy. Here real and tangible but also fantastic and imaginary bodies are explored through senses that enhance knowledge, the result of real if chaotic and not always perfect experiences. Senses focuses on the human being, celebrating the physical body and accepting the inevitability of mistakes as part of the human experience. Aimed at a young audience, it favours simple and authentic choices, occasionally experimenting with more eccentric options. It values material, craftsmanship and the rediscovery of traditions. With a focus on body positivity and self-acceptance, a key element is the promotion of humanity, compassion and love for others.

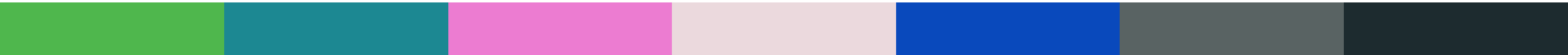
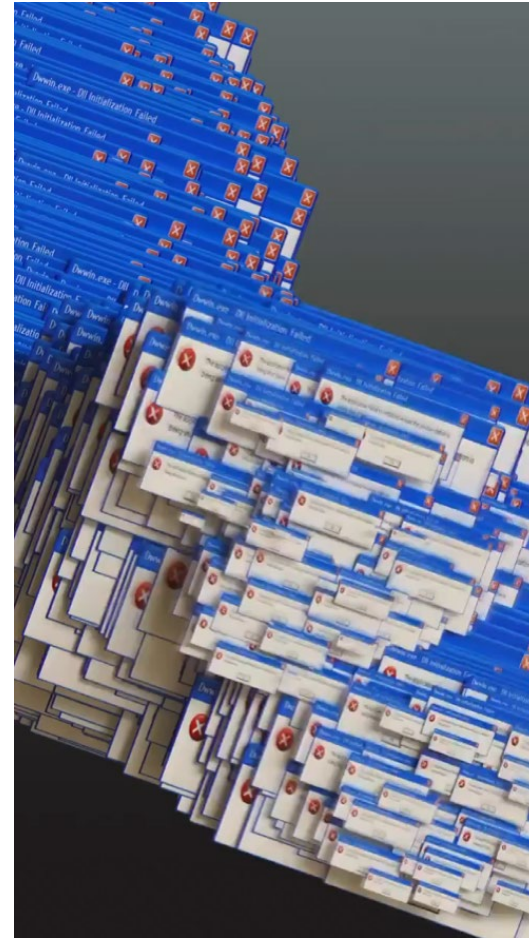
LIFESTYLE

SIMPLICITY
AUTHENTICITY
PLAYFULNESS

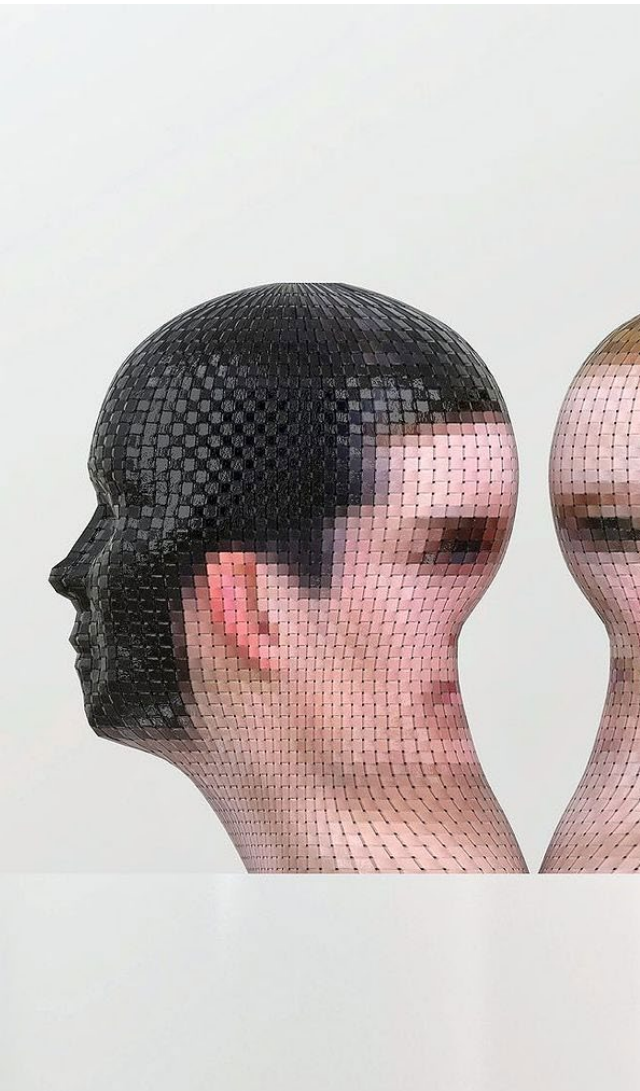


MOODBOARD

DUALITY
DIVERSITY
HARMONY



microtrend



LOOK



IMAGINE

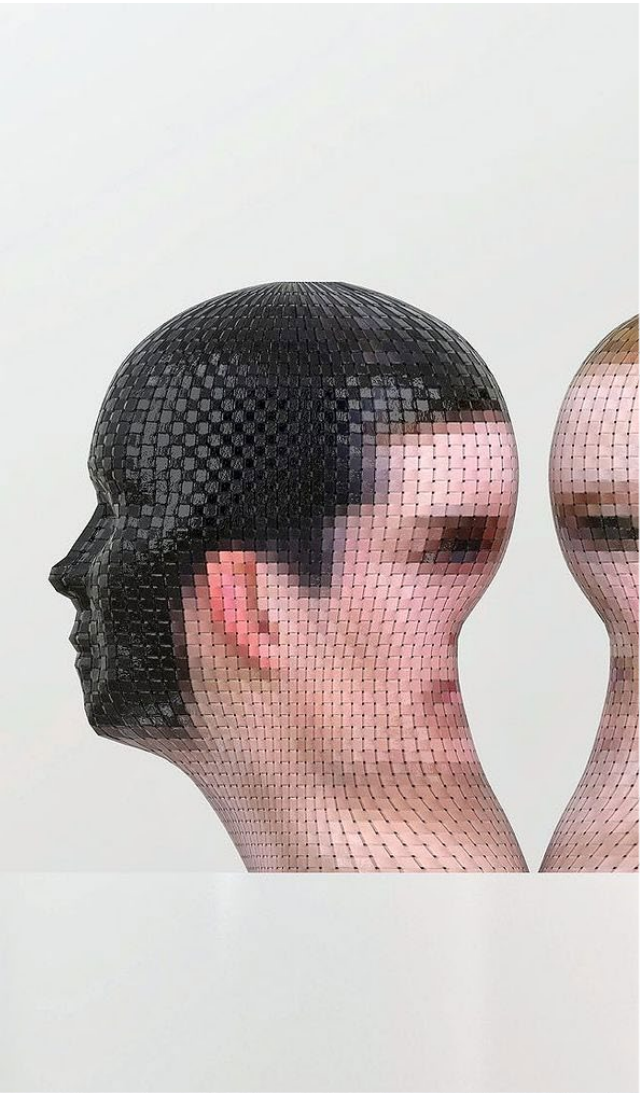


FEEL



TOUCH

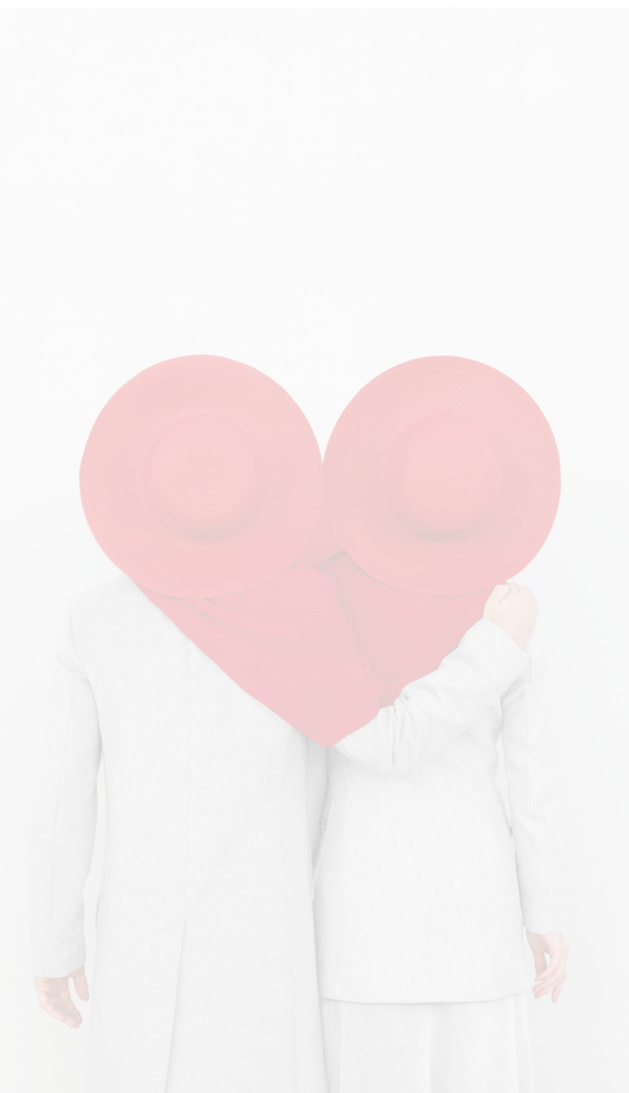
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LOOK



IMAGINE



FEEL



TOUCH

look

#LIKENESS



Emulation
Mimicry
Resemblance

look
#TRACE

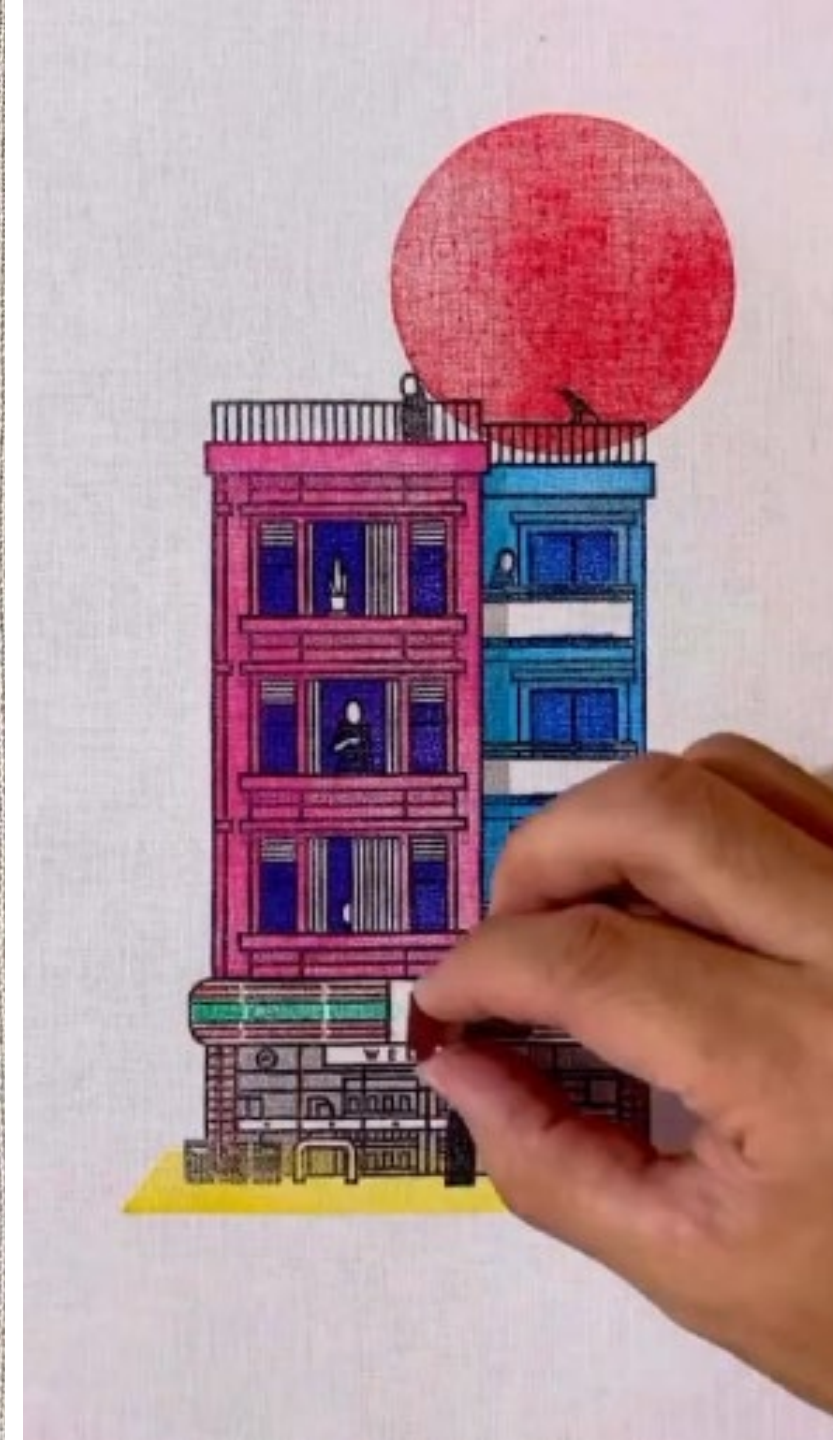
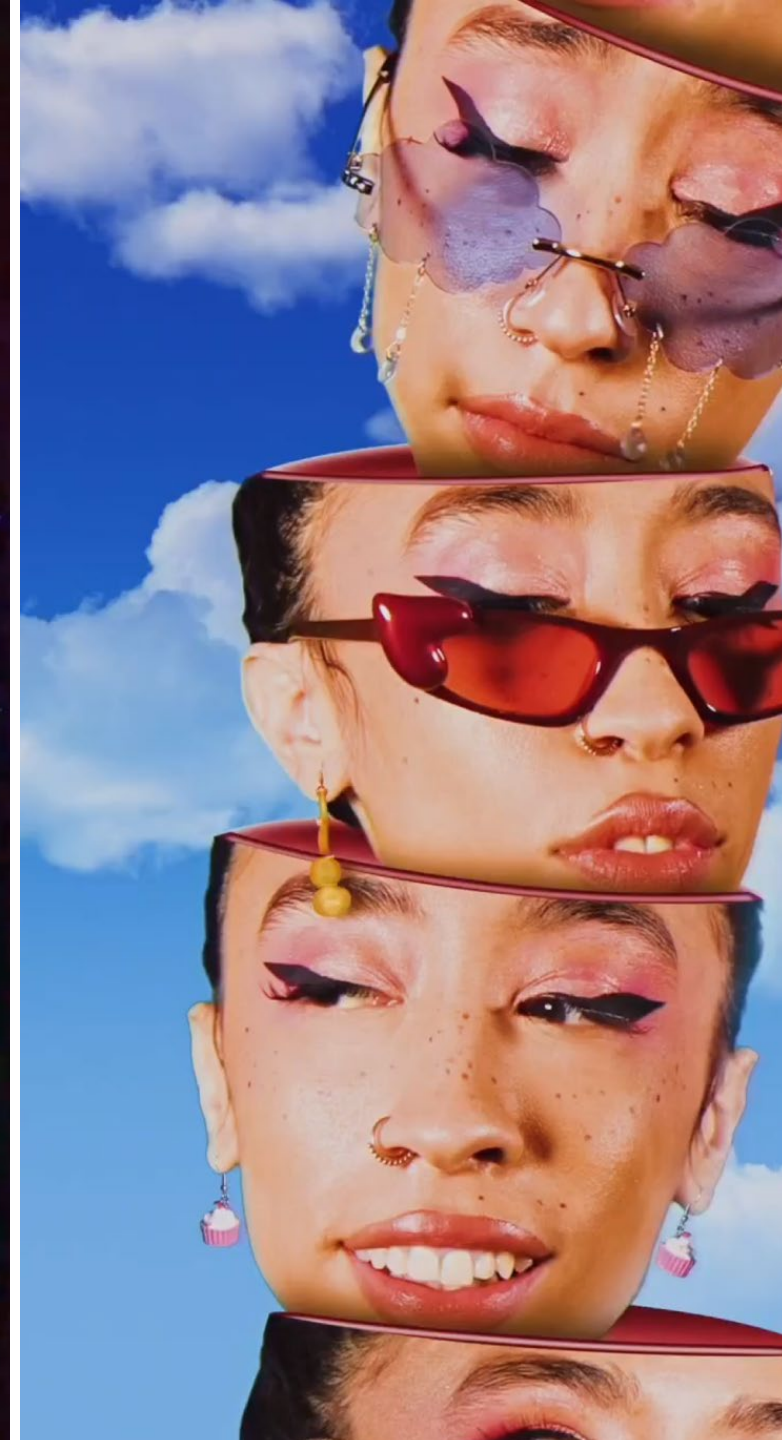
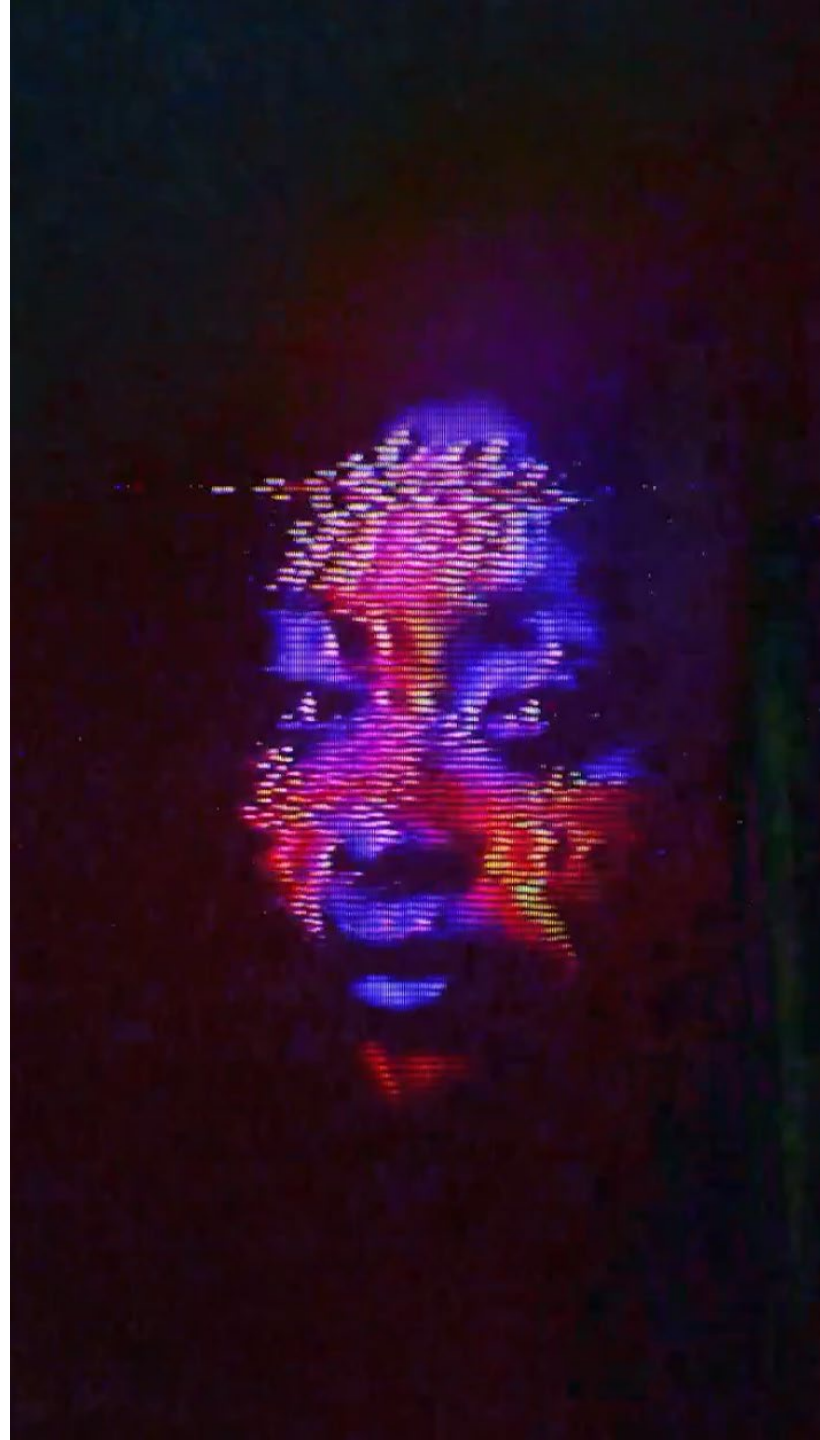


Illustration
Drawing
Portrayal

look

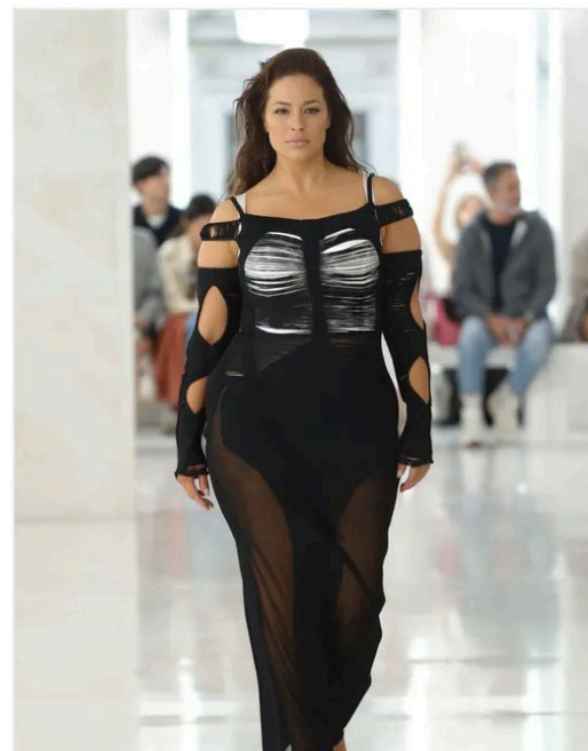
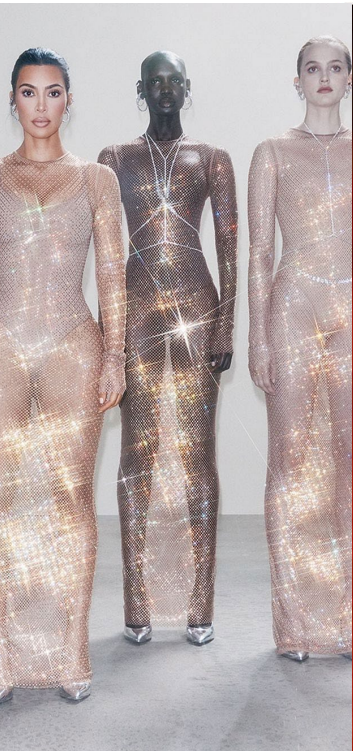
#FACE

Visage
Frame
Replication

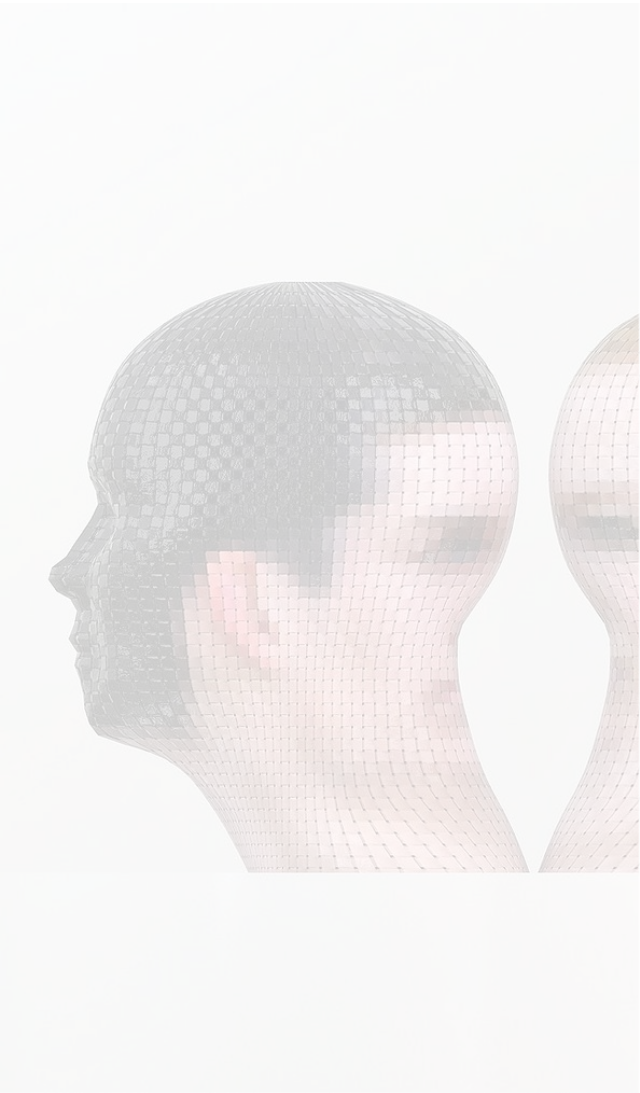


look

runways



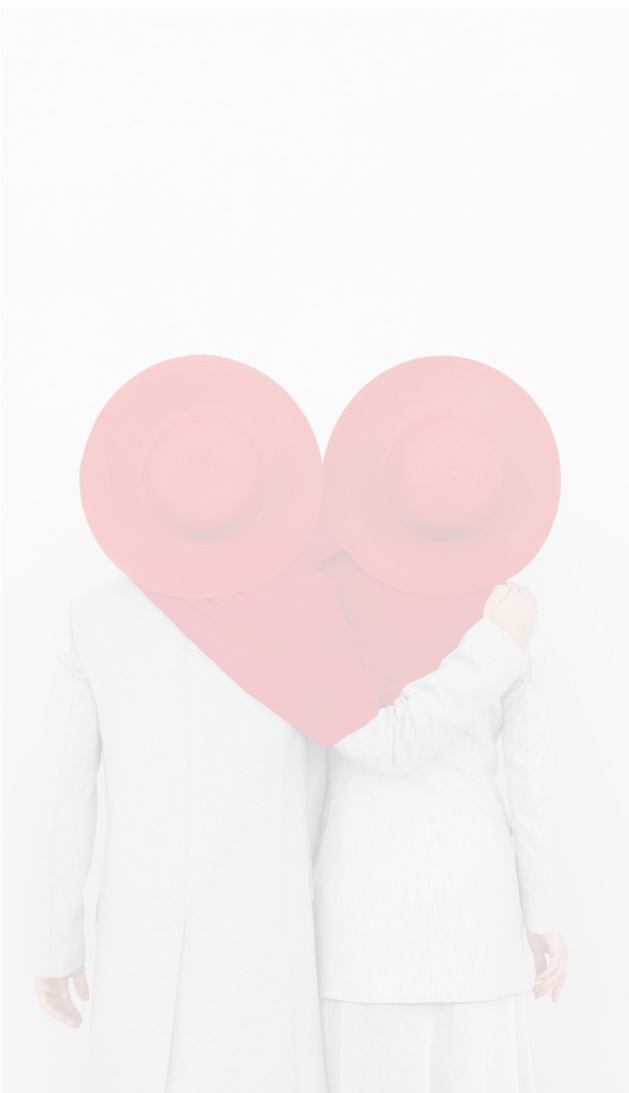
microtrend



LOOK



IMAGINE



FEEL



TOUCH

imagine

#PUPPET



Whimsical
Playful
Childlike

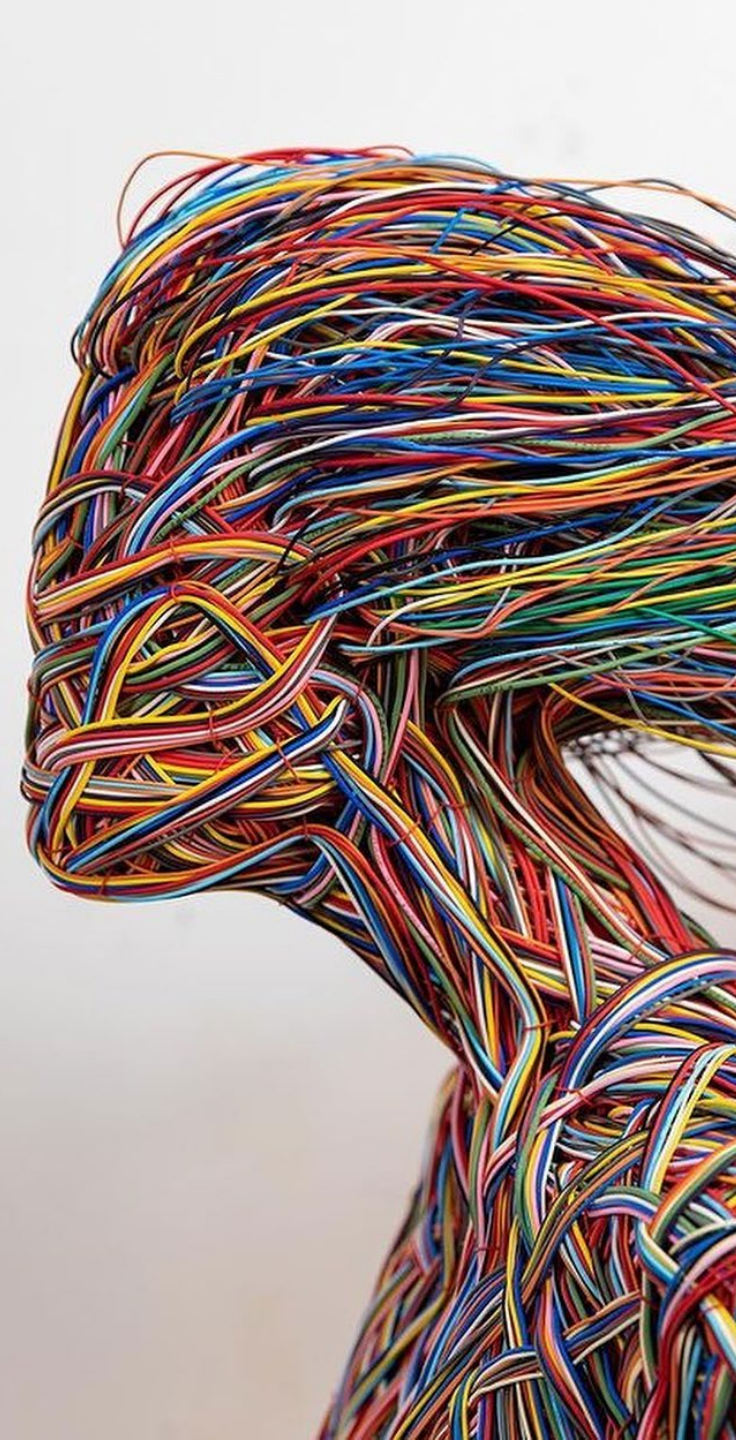
imagine
#CARTOON



Illustrative
Imaginary
Animated

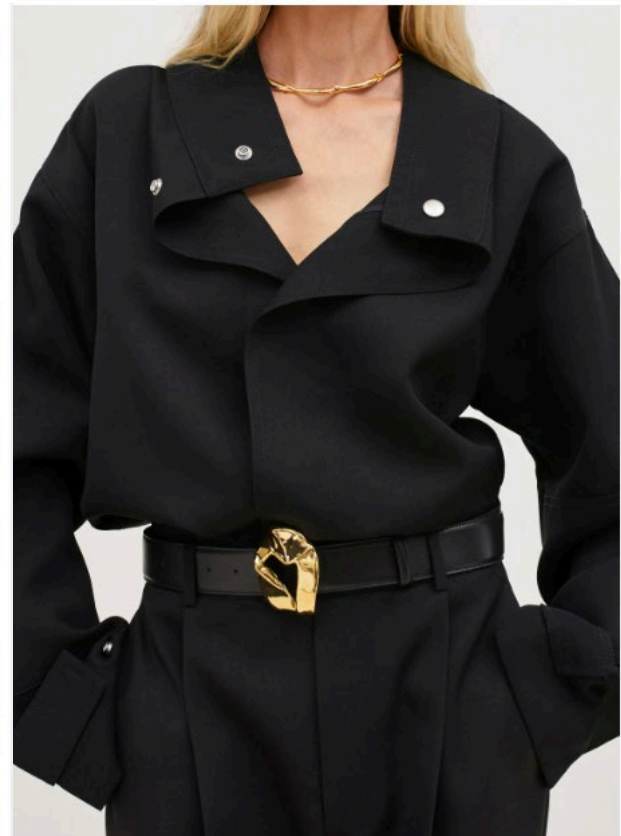
imagine
#COSTUME

Disguise
Eccentric
Whimsy

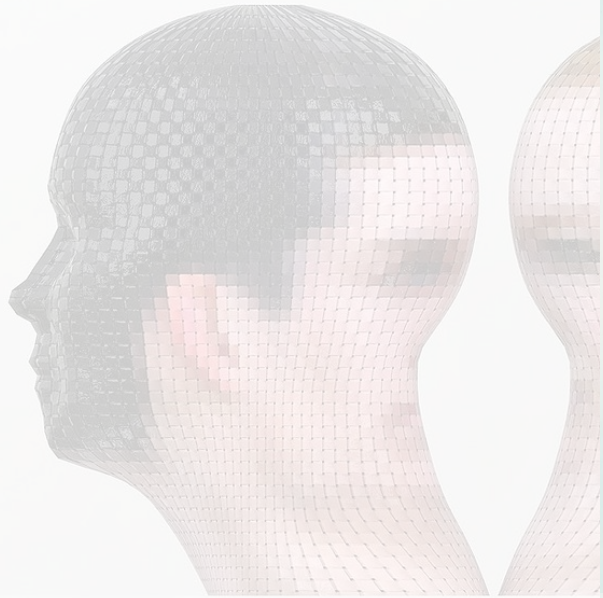


imagine

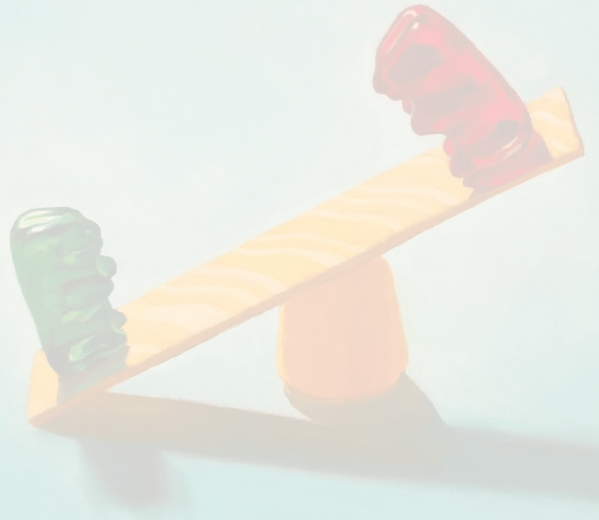
runways



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LOOK



IMAGINE



FEEL



TOUCH

feel
#MESS



Net
Random
Chaos

feel

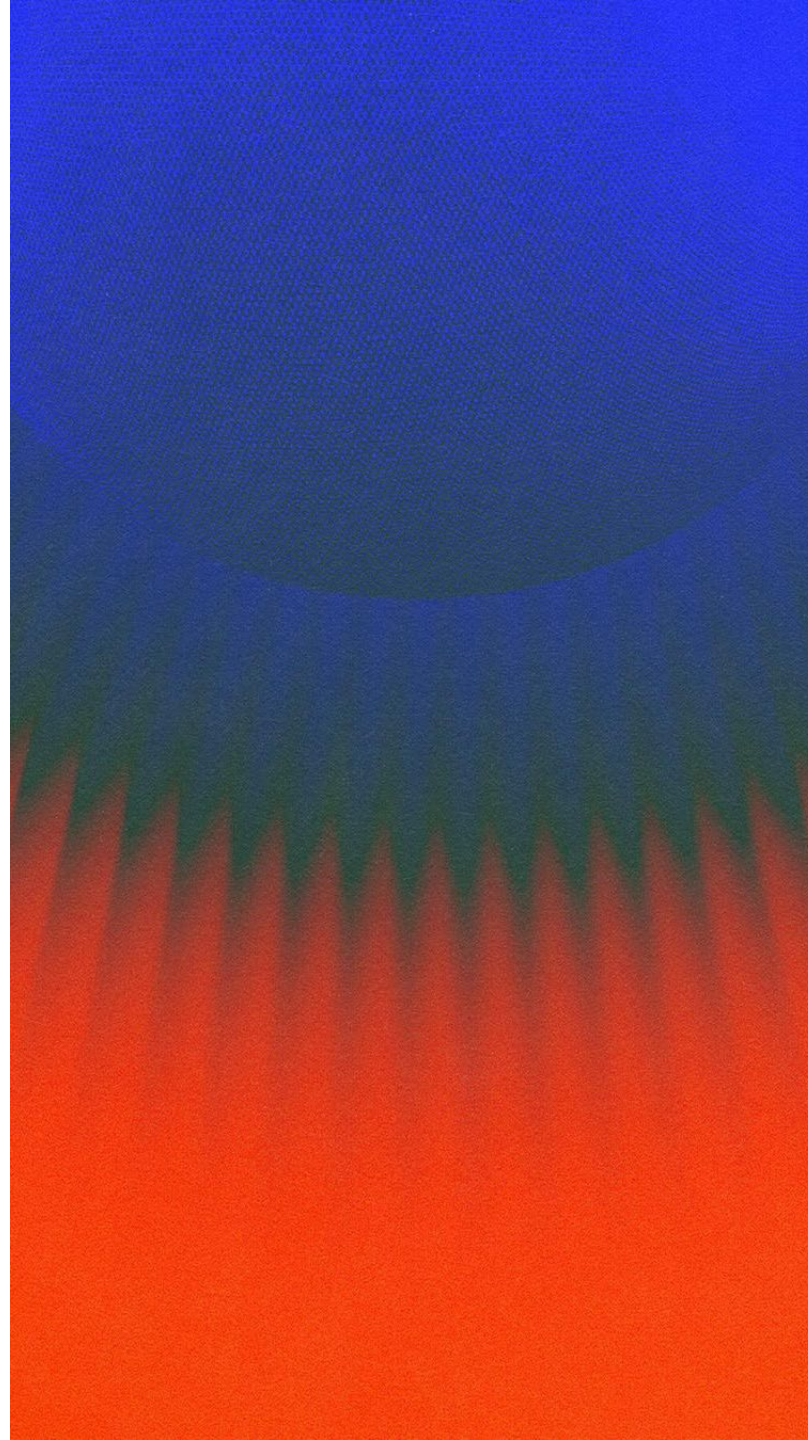
#DILLY-DALLY



Both
Hesitation
Collecting

feel
#FADE

Blur
Matt
Ton sur ton

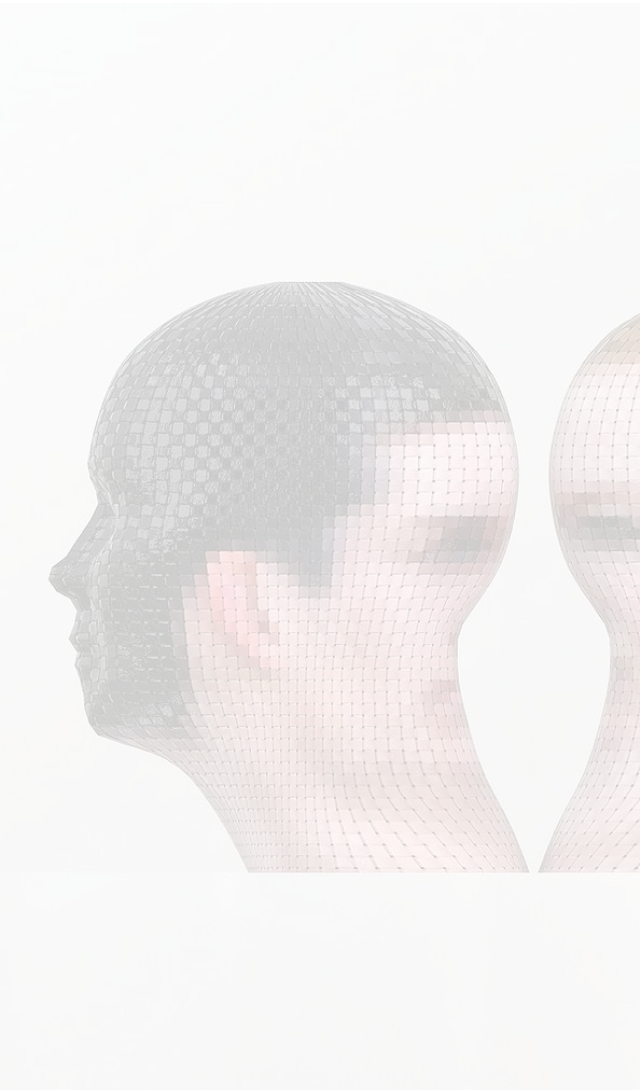


feel

runways



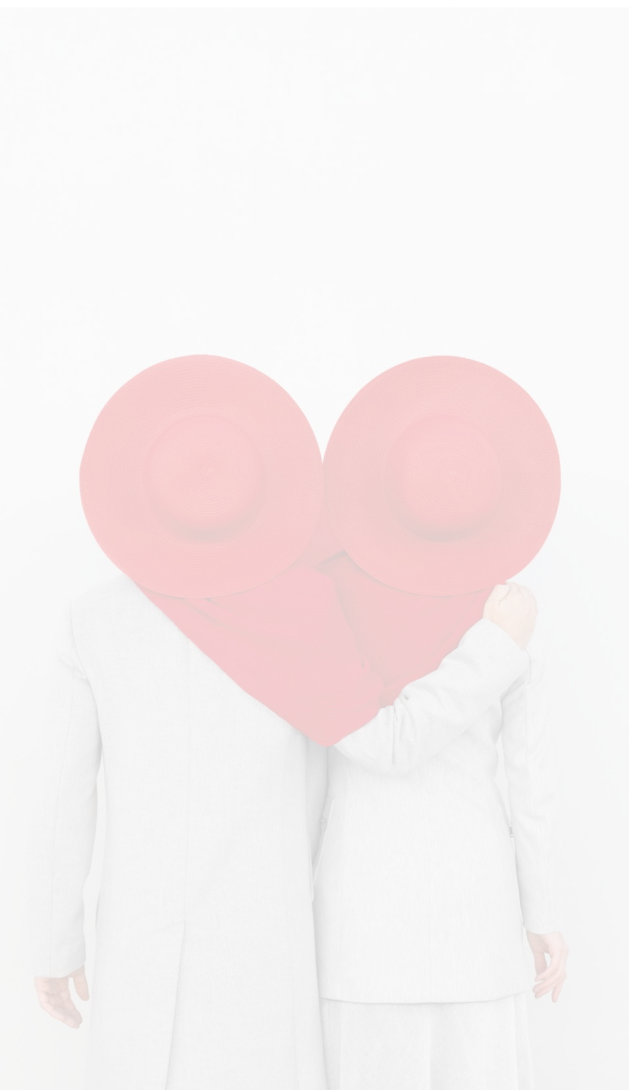
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LOOK



IMAGINE

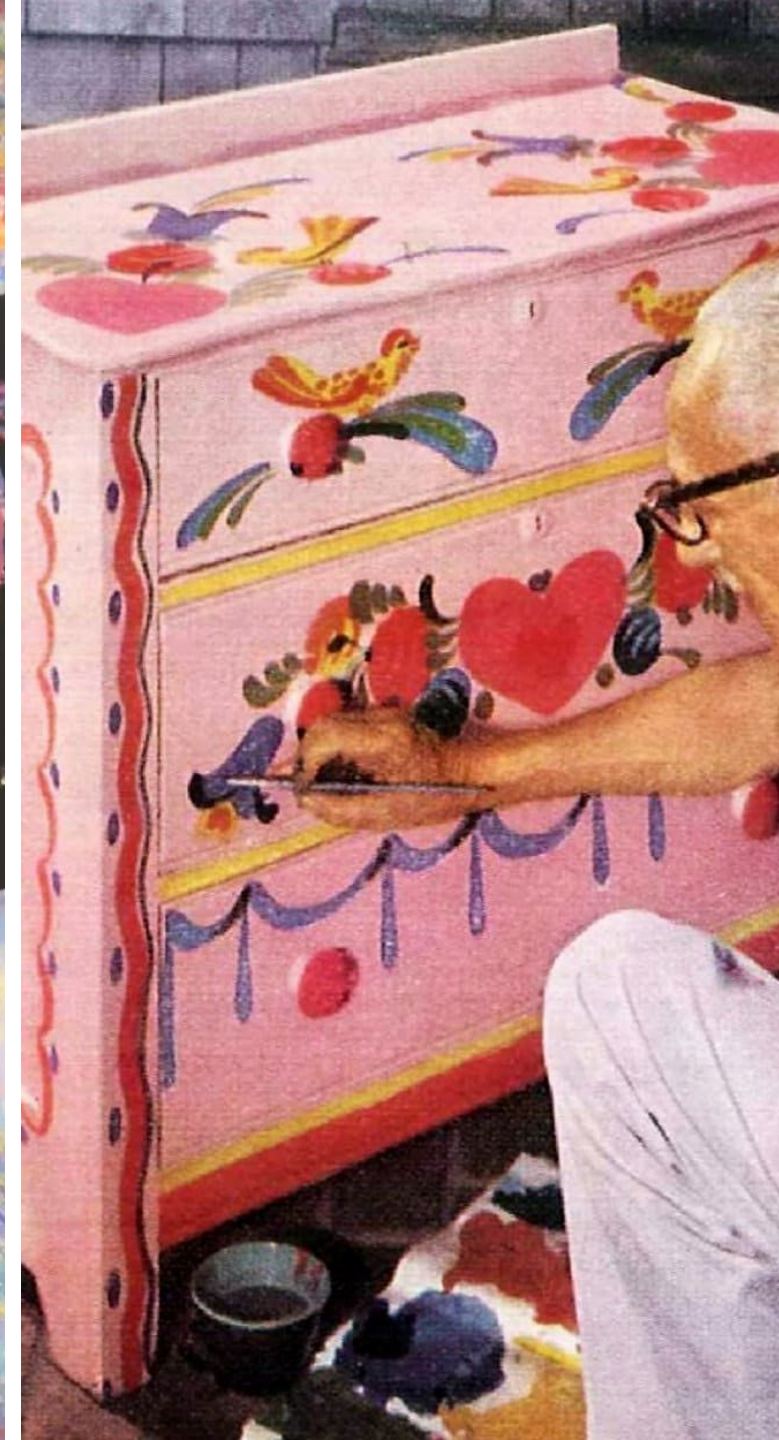


FEEL



TOUCH

touch
#SIGN



Signature
Marking
Acknowledgment

touch
#WIP



Evolution
Unfinished
Prototype

touch
#CRAFT



Handy
Organic
Diverse



touch runways



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